PROJECT TITLE : CIGARETTE DEVELOPMENT 1

PERIOD COVERED : MARCH 26 - APRIL 27 1981

WRITTEN BY : Singer-Z. (ZDS)

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## 233 COUNTRY DB PRODUCT TEST

### Objective

To develop a diluted version of the MARLBORO Germany in order to reduce the CO-delivery in the mainstream smoke.
K = 13 mg/cig.
N = 0.8 mg/cig.
CO-reduction : about 20 %

### Summary

Three alternatives of MARLBORO OB should have been introduced in the product test :

Current undiluted MARLBORO MLK 21
Current diluted MARLBORO MLK 12
Diluted prototype 31 T

### Description of samples and results

The samples of the product test cigarettes were analysed in FTR Neuchâtel and taste evaluated by Panel A. The evaluation may be summarized as follows :

MLK 21, MLK 12 — The analytical figures correspond to the standard.

Prototype — The analytical figures are within the target values.

However, as far as the organoleptic characteristics are concerned, there is a great difference between the packed and unpacked cigarettes. (The cigarettes for the test were packed in HL white, coded packs).
Only the packed cigarettes are harsh and they give a strange off-taste. These cigarettes cannot be used for the test. The problem has already been discussed with Mr. W. Tessendorf



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and Mr. W. Janke from PMG Germany. The checking programme has been established.

Follow-up

The new timing for the product test has been decided upon and approved.

365 BARBARA PRODUCT TEST IN GERMANY

Objective

K = 13 mg/cig.
N = 0.9 mg/cig.
Puff count : 9

Summary

The test was entirely prepared in PMG Munich. Some technical problems were encountered during the production of the cigarette prototypes. In order to avoid any problems which could postpone the launching of the cigarette, the cut-filler and the necessary raw materials will be shipped from FTR Neuchâtel.

Description of samples and results

The trial was made with tobacco destined for Germany. It should be noted that the previous prototype 7 C 1 was successfully reproduced.

365 LOLITA

Objective

To develop a full-flavour cigarette having taste characteristics close to those of the L & M brands.
K = 10 mg/cig.
N = 0.8 mg/cig.
Format : 7.95 / 25 / 84.4 mm



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Summary

Prototypes 52 P and 63 P (containing CF) will be product tested in Germany.

Description of samples and results

| | | |
|---|---|---|
| Prototype No | 52 P | 63 P |
| Blend | ------- MLZ ------- | |
| Burley casing | ----- E BC 2 ------ | |
| Burley Top Flavour | ----- E TF 3 ------ | |
| PC | ----- E PC 2 ------ | |
| AC | E AC 38 | E AC 68 |
| Filter | ------- PSP ------- | |
| Cigarette paper | --- Ecusta 753 --- | |
| Tipping paper | Electro-perforated Z4/80 | |

Follow-up

The product test will be prepared in PMG Munich.
The cut-filler and the necessary raw materials will be shipped from FTR Neuchâtel.

340 GAMMA

Objective

Blind product test in Germany.

Summary

After some technical problems, the good quality PMS was finally reproduced (See table of results : Project PITCH III).
The product test was dispatched during week 21.



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## 402 PITCH III

### Objective

TAR : 3 mg/cig.
SN : 0.3 mg/cig.
Format : 7.95 / 25 / 84.4 mm
Taste direction : GAMMA

### Summary

The 3.0/0.3 product (prototype 8 P) is now available. It differs from the current PHILIP MORRIS SUPER LIGHTS in the filter tow and type of tipping paper perforation used. This prototype was presented to the German Marketing Department and should be introduced in the product test in Germany. The filter rods and tipping paper have already been shipped to Munich.

### Description of samples and results

A trial was carried out with a double filter. The analytical figures were within the objective :

| Prototype | 8 | 11 P | PMS * |
|---|---|---|---|
| Tipping paper | 4xM. 0.3.3.5 | 6xM. 0.15.4.5 | 6xM. 0.15.4.5 |
| Filter | 2.5Y/55'000 | 2.5Y/48'000/ DICO | 2.5Y/48'000 |
| Dilution | 60 | 50 | 56 |
| Total RTD | 100 | 104 | 94 |
| Filter RTD | 129 | 116 | 105 |
| TAR | 3.0 | 3.2 | 4.2 |
| SN | 0.3 | 0.31 | 0.42 |
| CO | 4.4 | 5.3 | 5.9 |
| NO | 0.08 | 0.10 | 0.11 |
| Puff count | 8.1 | 7.7 | 8.4 |

* : The production of April 8th 1981.

Prototype 11 P was taste evaluated by the expert Panel A. In their opinion, this cigarette is better than prototype 8 and could still be considered as a PMS.

### Follow-up

Cigarette samples of prototypes 8 and 11 have been sent to the German Marketing Department. Our recommendation is to market test prototype 11.



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416 PRINCE

Objective

K : max. 14 - 15 mg/cig.
N : 0.8 - 1 mg/cig.
Format : 7.95 / 20 / 84.4 mm

Summary

The development will be based on the new blend No D801416N25 containing :

| | |
|---|---|
| Reconstituted | 14 % |
| Added stems | 14.5 % |
| Flue-cured | 45 % |
| Burley | 21 % |
| Orient | 5.5 % |

In order to achieve equal or similar qualities to those of the aimed competitive brand, the tobacco will undergo different treatments.

| | Genre MAA | Genre MLF | | |
|---|---|---|---|---|
| Burley casing | without Burley treatment | E BC 19 | E BC 18 | E BC 18 |
| Burley Top Flavour | | E TF 3 | E TF 3 | E TF 3 |
| Pre-cut | E PC 6 | E PC 7 | E PC 7 | CD 4A PC |

Using the Smoke Yield prediction programme, the theoretical tobacco weight and the analytical figures of the reference cigarette have been calculated. Our target K/N ratio is about 16 whereas the theoretical ratio is about 8. It is known that the TAR/SN ratio is not influenced by the efficiency of the filter used. In view of the relatively high figures, the cigarette will not be diluted. According to this calculation, is should be pointed out that probably one of the target parameters (K or N) will not be within the objective.



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355 GOSTA I SW
361 GOSTA II SW

Objective

To develop an ultra-low tar cigarette for the Swedish market.
Format : 7.25 / 20 / 78 mm

Description of samples and results

In view of the launching of GOSTA I and II in September 1981, both cigarettes have been repeated. The analytical figures and the taste characteristics were confirmed.

| | | GOSTA I | GOSTA II |
|---|---|---|---|
| Filter | | Dual/Filtrona | Dual/Baumgartner |
| Cigarette paper | | Wattens 60 | Pela 54 |
| Tipping paper | | Macro-laser perforated 4 M. 3.0.0.0 | Mechanically perforated 3 x 0.4 x 0.4 |
| Total weight | | 752 | 772 |
| Total RTD mm WG | | 56 | 97 |
| Dilution | % | 78 | 51 |
| DPM | mg/cig. | 1.3 | 4.6 |
| SN | mg/cig. | 0.22 | 0.47 |
| CO | mg/cig. | 2.7 | 6.3 |
| NO | mg/cig. | 0.06 | 0.16 |
| Puff count | | 8.4 | 7.6 |

Follow-up

The specifications of both cigarettes will be established.



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## 390 BELMONT MULTIFILTER

### Objective

To develop a diluted version of the BELMONT MULTIFILTER in order to reduce the smoke delivery.

### Description of samples and results

The cigarette samples of the first diluted BELMONT MULTI-FILTER production were analysed in our laboratory during weeks 14 and 15.

| | | |
|---|---|---|
| Total RTD | mm WG | 88 |
| Dilution | % | 17 |
| Tobacco weight | mg/cig. | 683 |
| Compressibility | mm | 4.51 |
| DPM | mg/cig. | 12.6 |
| SN | mg/cig. | 0.78 |
| CO | mg/cig. | 11.3 |
| NO | mg/cig. | 0.13 |
| Puff count | | 7.1 |

The tobacco weight was 75 mg lower than specified. Apart from being the cause of the poor general aspect of the cigarette, this difference also brings about changes in other parameters (such as compressibility, dilution, RTD, DPM and puff count) so that they no longer conform to the standard. The people concerned (SOPA, local Marketing) have already been informed and asked to take immediate action in order to bring the quality up to the standard.

## 358 VOITTO SF

### Objective

To re-engineer the existing BELMONT NO 1 in order to bring the product more in line with the BELMONT family.

### Description of samples and results

Based on the PMS blend, a first series of four prototypes was made using the double filter of high retention capacity. None of these prototypes achieved the target TAR value of 1 mg. In order to increase the dilution, the filter should be produced with higher porosity plug-wrap paper.

ZDS/cap/APRIL 28 1981



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